

HOTEL STEWART

SAN FRANCISCO
Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most famous hotel in the United States
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Fake municipal car-
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Ha-
waiian Island headquarters. Cable
address "Stewart" A B O Code.
J. H. Love, Honolulu Representative.

PLEASANTON HOTEL

LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST-CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel

Nearly 1000 feet elevation; near de-
pot; grand scenery; fine bass fishing.
For particulars address E. L. KRUSZ,
Wahiawa. Phone 0393.

HEINIE'S TAVERN

Most Popular Beach Resort in
the City.
Rates that are Right—
American and European Plan.
"On the Beach at Waikiki"

MESSENGER AND LAUNDRY

PHONE
3461

INDIVIDUAL STYLES IN MILLINERY

Direct from New York
MISS POWER, Boston Bldg.

SILVA'S TOGGERY

Limited
THE STORE FOR GOOD
CLOTHES
Elks' Building, King Street

RE-TIRE AND SUPPLY COMPANY

GUARANTEE
SATISFACTION
Corner Nuuanu and Pauahi Sts.

Manufacturers Shoe Co. Ltd.

Dealers in Shoes of Quality
1051 Fort St. Phone 1782

Pure Ice

Prompt Service
Courteous Attention
OAHU ICE CO.

Let us show you Wall Paper appropriate for the nursery.

LEWERS & COOKE, Ltd.

NOTHING COUNTS LIKE SERVICE—WE GIVE IT.

KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2434
Flak and Miller Tires

McInerney Park

Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

H. MIYAKE

Oriental Art Goods
Fort, above Beretania

CANTON DRY GOODS COMPANY

Hotel St., near Bethel St.

Just Arrived!

New VICTOR RECORDS
for May
BERGSTORM MUSIC CO., Ltd.

Have you seen our new Bow Ties?

The Ideal
Hotel, Ewa of Fort.



THE von HAMM-YOUNG CO.,
LTD., Honolulu,
Agents

Phone 1498

FRANK W. HUSTACE
Automobiles and Motorcycles
Repaired
427 Queen St., near Judiciary
Building

BEEF SUPREME

from
PARKER RANCH
Metropolitan Meat Market
Phone 3445

FOR ICE COLD DRINKS AND 14 PER CENT ICE CREAM

TRY THE
HAWAIIAN DRUG CO.
Hotel and Bethel Streets

HONOLULU PHOTO SUPPLY CO.

KODAK HEADQUARTERS
1059 Fort Street

FLOWERS—the one gift always welcome.

MRS. E. M. TAYLOR,
Florist, Opp. Young Cafe

HANAN'S BEST SHOES

M'INERNEY SHOE STORE
Fort above King St.

LORD YOUNG

Engineering Co., Ltd.
Engineers and Contractors
Panthoe Block, Honolulu, T. H.
Telephones 2610 and 5487

If you don't use
MAGIC SOAP
You don't get the best
results.

M'CHESNEY COFFEE CO.

COFFEE ROASTERS
Dealers in Old Kona Coffee
Merchant St. Honolulu

CURIOS, JEWELRY AND NOVELTIES.

**HAWAIIAN JEWELRY &
NOVELTY CO.**
King and Bethel Streets

SEE COYNE

FOR FURNITURE
Young Building

PHOENIX HOSE

Surpass all others in ap-
pearance, style, durability
THE CLARION

A Large Variety of SEMI-PRECIOUS Stones

H. CULMAN CO., LTD.

CHOP SUI

93 North King Street
(Between Maunakea and Smith.)
Call and see our brand new CHOP
SUI House—Everything Neat
and Clean.
Tables may be reserved by phone,
No. 1713

IF YOU WISH TO ADVERTISE IN NEWSPAPERS

Anywhere at Any Time, Call on or
Write
THE DAKE ADVERTISING AGENCY
24 Sansome Street, San Francisco

Private Detective Service Expert—Confidential

**BOWERS' MERCHANT
PATROL—2515.**

K. HIRATA SHOTEN

IMPORTER AND DEALER
IN ORIENTAL GOODS
4 Queen St., Near Nuuanu St.

MANY CASES FOR COMING TERM OF SUPREME COURT

The matters of the territory against
the Honolulu Rapid Transit & Land
Company, and Delegate Kuhio against
Queen Liliuokalani, et al. are among
the 20 cases scheduled to be heard
during the May term of the supreme
court, which opened at 10 o'clock to-
day. The calendar for the term also
includes two motions.

Following is the calendar:
Motions:
In the matter of the guardianship of
Mary J. Freitas et al. minors. Motion
by appellant to set aside and vacate
order of dismissal of appeal.
Nettie L. Scott v. Esther N. Pilipo
et al. Motion by plaintiff to amend
complaint.

Cases:
Nettie L. Scott v. Esther N. Pilipo
et al. Exceptions from circuit court,
first circuit.

Esther N. Pilipo et al. v. Nettie L.
Scott. Exceptions from circuit court,
third circuit.

In the matter of the claim for com-
pensation of Ichijiro Ikoma against
Oahu Sugar Company, Ltd. and Ken-
chi Harumi. Reserved question from
Industrial Accident Board.

Yip Lan v. Mrs. Inocente Ahuli. Ap-
peal from circuit judge, second cir-
cuit.

Hee Fat v. Wong Kwai et al. Er-
ror to circuit court, first circuit.

Territory of Hawaii by I. M. Stain-
back, attorney general, v. Honolulu
Rapid Transit & Land Co. Appeal
from circuit judge, first circuit.

Mae B. Zumwalt v. John Luther
William Zumwalt. Error to circuit
judge, fourth circuit.

A. F. Cassels v. Charles T. Wilder,
tax assessor. Appeal from circuit
judge, first circuit.

Territory of Hawaii v. Gus Ander-
son. Reserved question from circuit
court, first circuit.

In the matter of the estate of Alex-
andrina Leilulu Clark, deceased. Ap-
peal from circuit judge, first circuit.

Territory of Hawaii v. James P.
Curran. Exceptions from circuit
court, first circuit.

Leong Yau v. William T. Carden.
Exceptions from circuit court, first cir-
cuit.

Territory of Hawaii v. William L.
Peterson. Exceptions from circuit
court, first circuit.

Manuel F. Costa v. Mary Pineiro
Costa. Appeal from circuit judge, sec-
ond circuit.

Kotaro Takamoto v. Tsune Horita
otherwise known as and called Tsuo
Horita. Exceptions from circuit court,
first circuit.

Territory of Hawaii v. Hilo Mer-
cantile Co. Error to district magis-
trate of South Hilo.

Territory of Hawaii v. Theo. H.
Davies & Co., Ltd. Error to district
magistrate of South Hilo.

In the matter of the appeal of
Charles R. Forbes from a ruling of
the auditor of the territory.

In the matter of the appeal of
Charles R. Forbes from a ruling of
the auditor of the territory.

Jonah Kuhio Kalaniana'ole v. Liliu-
okalani by her guardian ad litem, Lor-
rin Andrews et al. Appeal from cir-
cuit judge, first circuit.

POLICE JUDGE GIVES DRUNKEN WIDOW LECTURE ON RAVAGES OF DRINK

When is stealing not stealing? This
is a question for expert criminologists
and psychologists to ponder over. A
case in point is that of a widow who
lives in squalor on School street. She
is an honest woman, howbeit in very
unfortunate circumstances. She is
drunk, say the police, most of the
time and has frequently served jail
sentences.

The other day she discovered a
quart of brandy in the possession of
a neighbor, and an hour later was dis-
covered by a member of the detective
force dead drunk on her kitchen floor.
She had locked herself in, and when
the detective broke down the door she
invited him to have a drink. When he
told her who he was and advised her
to put some better clothes on, she
started singing Tipperary to him.
"No, yer honor, I never stole a thing
in me life," she reiterated in her own
defense in court later on, frequently
interrupting the prosecution with wild
remarks.

The court, agreeing with the pro-
secution that it would be an act of
charity as well as a punishment to
send this woman to jail, sentenced her
to three months' imprisonment after
delivering an oration on the ravages
of drink getting such a hold on some
people that their whole moral nature
is subverted, which is a claim made
by Jack London in his John Barley-
corn, wherein he explains a "chemi-
cal demand" caused by the composi-
tion of the cells in the human body
having become alcoholized.

FAREWELL SMOKER GIVEN BY VALLEY ISLE ELKS

WAILUKU, Maui, April 28.—The
smoker given last Saturday evening
at the C. D. Lufkin beach place by
the Maui Elks, as a farewell to F. W.
Jennings, who leaves in a few weeks
for Klamath Falls, Oregon, was a
most pleasant affair. The evening was
spent with games and music, a pro-
gram of cabaret numbers being ren-
dered by two vaudeville singers who
had been appearing at the local play-
houses.

Besides the guest of honor there
were present: D. F. Balch, E. R.
Bevins, Jack Bergstrom, Thomas
Dunn, C. D. Lufkin, F. C. Lacey, Will
J. Cooper, E. J. Walker, F. T. Fan-
tom, F. P. Rosecrans, C. Hansen, D.
T. Carey, Dan Quill, Leon Tobringer,
W. Searby, Harry Gesner, and Hugh
Howell.



Public Service

Some people believe that advertising merely takes busi-
ness away from one man and hands it to his competitor.
They think that if everybody stopped advertising, business
would go on just the same, and things would be cheaper.

It sounds plausible. But it is not true.

Advertising is, of course, much used as a competitive
weapon, and a very powerful one. Any method of selling—
advertising, show windows, clerks, traveling men, gets busi-
ness that without the selling effort would have gone to some
other firm.

Most of us believe that competition is a good thing. It
keeps down prices. It keeps up quality. It makes business
men more eager to give the public good service. Any eco-
nomical method of competition ought therefore to be re-
garded as of benefit to the public.

And the economy of truthful advertising purely as a com-
petitive method has been clearly demonstrated in many
great industries over a period of years.

The main question, however, is: What does advertising
do besides stimulate competition?

Advertising is like the railroad, the trolley, the telephone,
the school—a *creator of human activity*. It is a force for the
wider and quicker dissemination of information. It brings
within our ken things that we never knew existed, or never
thought we wanted. It teaches us to want things a little
beyond our grasp and to work a little harder in order to get
them. It is like the rifle that the modern Tom Sawyer saw
in the window. He had intended to loaf all summer, but
he wanted that rifle. In order to get it he had to have
money. To get money he went out and painted fences and
ran errands and mowed lawns. The knowledge that there
was a rifle that he could have, if he worked for it, made him
a producer instead of a dependent.

Advertising creates new desires. These create new de-
mands. Demands create new markets.

It makes possible new products, new ways of doing things,
a better national life.

We Americans believe in a constantly advancing civiliza-
tion. We believe that people ought to keep on trying to
live a little better and to have a little more comfort, a little
more convenience, and a little more ambition. Because our
philosophy includes these tenets, we also believe that what-
ever shows people the way and rouses their ambition to
possess—and to produce in order to possess—is a public
service.

It is upon that basis that advertising—truthful advertis-
ing—has come to be not primarily a weapon of competi-
tion, but primarily a means of constructive public service.

One of a series to Advertise Advertising, by the Associated
Advertising Clubs of the World (headquarters, Indianapolis).
Write for interesting booklet, written for buyers like yourself.

AUSTIN ASSERTS WAR HAS MADE WOOL MEN WEALTHY IN SYDNEY

War, instead of knocking the bot-
tom out of the Australian wool market,
sent it kiting sky-high, according to
Harry Austin, a wealthy wool broker
of Sydney, who is at the Alexander
Young Hotel, having arrived on the
Niagara last week. Mr. Austin is a
nephew of Alfred Austin, late poet
laureate of England.

As a result of their good fortune,
the wool men are liberal contributors
to war funds in Australia. Recently,
stated Mr. Austin, a bale of wool auc-
tioned over and over among them-
selves, finally realized \$30,000 for the
funds, the biggest price ever paid for
a bale of wool.

Steel merchant vessels building or
under contract to be built in private
American shipyards on February 1,
1916, according to the shipbuilders' re-
talis to the Bureau of Navigation,
Department of Commerce, numbered
230 of 901,371 tons.

LUMBER

LEE CHU LUMBER CO.
Pauahi and River Streets
Phone 3618 P. O. Box 367

Crystal White

THE "BILLION-BUBBLE"

LAUNDRY SOAP



For Sale at all Grocers